



Datamars launches PetLink COMPACT MAX new pocket-sized RFID scanner June 1, 2015

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Datamars (www.datamars.com), a leading global supplier of high performance unique identification solutions, specializing in radio frequency identification (RFID) today announced the immediate availability of its newest pocket sized universal scanner - PetLink COMPACT MAX

PetLink COMPACT MAX has the ability to read companion animal microchips that operate on all frequencies (125, 128, or 134.2 kHz), from all microchip vendors on the market. PetLink COMPACT MAX has a long lasting, rechargeable lithium battery that can be charged via a wall-mount adapter (included) or directly from a PC using the included USB cable. PetLink COMPACT MAX is the ideal scanner to use in any condition.

Thanks to Datamars' extensive experience in RFID reader design, the PetLink COMPACT MAX achieves best-in-class reading distance in a compact form. Usability is easier than ever, with a clear color display and graphical menu icons.

"PetLink COMPACT MAX is a unique offering among other RFID pet scanners in the market", comments Brian Zapach, President of Datamars US. "In addition to its pocket-sized design, it has a reading performance that rivals that of much larger readers on the market, ensuring that the pet's chip will be picked up quickly, every time. Its versatility in reading all chip types on the market, combined with its intuitive user interface, should make it a must-have for every vet clinic, shelter, and animal control professional."

About Datamars

Datamars is the global leader for high-performance RFID solutions for the companion animal, livestock and textile identification markets. Our expertise, track record of technological innovation and profound understanding of customers' needs have earned Datamars a reputation for unsurpassed quality and performance. Datamars employs more than 600 people with offices in Europe, Asia, and the Americas. Datamars is a private company, headquartered in Bedano, Switzerland. For more information, please visit datamars.com.